

## Template

# Business Plan

A description of what the Plan is for can go here, e.g.

"A Business Plan for the Prescribing Advice team of Littleton PCT, 2007/2008"

Written by .....

Where to go for more information (e.g. [fred@nhs.uk](mailto:fred@nhs.uk))

## Executive Summary

This section should contain, in perhaps two or three paragraphs, the entire contents of the Business Plan.

It should be easy to read and end with a statement of what needs to happen next.

Summing up this section in one phrase

**"An abstract with attitude"**

NB This section appears first, but **WRITE IT LAST!**

## Contents page

NB. Include the Executive Summary, but not the title page.

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## Background

This plan has been written because.....

It was requested by .....

It was requested on (date).....

The Objectives of this plan are to .....

The plan examines..... It does not examine..... because..... (Scope)

This plan fits into.....

This plan will go to ..... who will make recommendations based on the plan and its conclusions.

## Reporting Analysis

The relevant information you have gathered, whether or not it supports your case.

Include

- Demographics
- Patient surveys
- Staff surveys
- Info from elsewhere (e.g. pilots elsewhere)
- Budget Information
- Current set-up

NB This can be a difficult section to write, not least because a lot of how you write this depends on the reader and their level of knowledge.

Tip: Write it so that a reasonably new member of the team can understand it.

## A definition of your purpose

Why are we here?

Who do we exist for?

## Strategies

How are the expectations of these for whom we exist and our most important stakeholders developing?

What strengths will we develop and what weaknesses will be minimise so that those for whom we exist and our most important stakeholders are satisfied?

## Objectives

A statement of what you are trying to achieve, needs to be clear and state how you are to measure success.

Include a statement of your vision. The vision and objectives describe where you would like to be by a certain time, not how to get there.

## Activities

Activities to help you reach your Objectives.

What will we continue to do, phase out and add in order to achieve our Objectives.

## Financial

What will the financial consequences be of our Activities (above).

## Personnel & Organisation implications

- Includes financial consequences
- Comment on areas of responsibility, and how this fits in with current structure.
- How do new & old interact?
- How do they report, and to whom?

## How the plan will be followed up and reported on.

So that the people who make the decisions know that strategies are more likely to be achieved.

How success will be measured e.g.

- Measurement of satisfaction
- Reaching targets & KPIs
- Planned surveys
- How changes will be implemented to the plan.

## Appendices and back-up materials